

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2023
Gene Sasse | gene@genesasse.com | 909-941-3993

*"Photography, as a powerful medium of expression and communications,
offers an infinite variety of perception, interpretation and execution"*

- Ansel Adams

Syllabus

Welcome:

It's great to have everyone in Photo 11 this semester I hope you find this class inspiring.

This is a fast paced class with one assignment due each week. You will be graded on execution, effort applied, and production of work. If you are not grasping any ideas or concepts about the camera, or you would like to learn more about any given topic, feel free to reach out to me during or after class, by phone or email.

Academic Honesty:

You are expected to complete your own work in this class. If you plagiarize, use work from other students, or classes that you have previously completed, you will receive an "F" for the corresponding project. During quizzes and tests, you are expected to provide your own answers without aid from other students or copying from other students in class. You must comply by the academic dishonesty rules set forth by Riverside City College. For more information, please reference the "Standards of Student Conduct," listed in the Student Handbook. Students with more than one violation of the standards of student conduct in this course may receive an "F" in the course or be subject to other disciplinary action.

Special Needs:

If you have a documented physical, psychiatric/emotional, medical, or learning disability that may impact your ability to carry out assigned course work, contact the staff in the Disability Resource Center (DRC) at (951)222-8060 on the Riverside City Campus. The DRC will review your concerns and work with you to determine what accommodations are necessary and appropriate. All information and documentation that you share with the DRC is confidential.

Stress and Mental Health:

You can learn about RCC's confidential counseling and mental health services available on campus by visiting the student Health and Psychological services in the Bradshaw building or calling (951)222-8151. You can call the Riverside County 24-hour Crisis and Referral Line by dialing 211. The National Suicide Prevention Hotline is (800)273-TALK

Course Description:

An introduction to professional practices in commercial and advertising photography. Students will learn how to understand and navigate the commercial market and create commercial photography clients such as; magazines, advertisements, architecture, and photographic illustrations.

This class is all about problem solving,
time management and improving your craft.

Time management is very important for this class. You have one assignment due every week plus in class assignments, a midterm and your final project. It's important that you stay on top of your work. Missing one or two of your assignments is enough to lower your grade.

Purpose:

This class will explore the areas in the world of professional photography, proficiency in the capture of images with both natural and artificial light sources. We will work on developing a better sense of design and composition with assignments being more *conceptual than defined*. In other words it is not about the obvious but more about the implied. This class is all about you the photographer telling your viewer a visual story with the use of creativity, uniqueness with the rich emotions your images give the viewer.

Assignments:

All digital files are due the night before class at 7pm (Monday)
and prints are due at the start of day of class

All assignments are to have capture dates after the first day of class except assignments that state otherwise. Any earlier work turned in will be given zero points for that assignment.

All meta data for the images needs to be included with each image.
Any Assignment that is out of focus will receive -1 points.

All the assignments with articles and videos are on my website at www.genesasse.com with a link in the menu bar.

All digital assignment files are due the night before (Monday) class by 7 pm any assignments submitted after this time is considered late. Send your images to me via wetransfer at <https://gene-sasse.wetransfer.com/> All assignments are to be full res tiffs with your name in the image file and meta data.

Late assignments. Late assignment has a 1pt deduction. No redo's in this class, so do the best job you can. In class assignments & midterm cannot be turned in late.

All assignments are worth 10pts, Midterm up to 50pts, final project 100pts.

Photo 11 Assignments

Aug 22 – 1st Day of Class

1-Aug 28-Best Image

2-Sep 4- Coke

3-Sep 11- Illustrated Quote

*4-Sep 19- Money

5-Sep 25- Cereal

*6-Oct 3- Flip Composite

7-Oct 9- Portrait | Photo

*8-Oct 17- Book Cover

9- Oct 23- Loneliness

*10-Oct 31- Building Extraction

Nov 10– Last day to drop with a “W”

11-Nov 6- Dusk or Blue hour

*12-Nov 14- Grand Landscape

Nov 21 – no class

Nov 27-

*Dec 4 – Quote Book

Dec 11 -Finals Week

*print assignments

Bring your camera to class:

From time to time I may assign an in class assignment that is due the same day

Notes:

This is an advanced photography class. You should look at me as if I'm your client, but instead of being paid you're rewarded with a grade. If you're late with an assignment you missed the deadline. As a client you need to make sure you turn in the best possible image the 1st time. When you're in business you need repeat clients and the way to keep clients is to the best work you can, with no excuses. All Assignments are available online so you can work on multiple assignments at one time. All assignment need to unique to you.

All assignments are to be shot RAW then processed as necessary. You will be asked from time to time to submit your RAW files. Besides shooting with RAW format I also recommend that you to set your camera to Adobe RGB and average white balance.

Label your images with the assignment being the 1st item-last name_1st name- file number. The file name will look like this.

1-1st name_ last name7321.tif

If this information is missing or not in this format there will no redo's
and you will receive a zero for the assignment.

I reserve the right as your instructor to modify the course content (assignments, grading procedures, tests etc.) as the situation dictates. I will inform the students of any such changes via class announcements or email. If you miss a class check with fellow students to find out what you missed.

RCC Drop policy:

It is your responsibility to drop this class by the appropriate drop deadline set forth by Riverside City College if you do not plan to continue attending this course. Additionally, if you miss class three times without an excused absence, if you fall behind by three assignments, or if you continually disrupt this class, the professor has the option to drop you from this class. If you are having difficulty maintaining the submission deadlines, please see the professor before dropping this class, as accommodations may be made to extend deadlines if the extenuating circumstance is compelling and unavoidable. If deadlines are changed, you will work out a written plan with the professor to complete your projects. Please note, the grade of "incomplete" can only be arranged with the instructor for circumstances with documentation that are not avoidable, such as hospitalization.

*It is your responsibility to drop the class if you choose not to complete it!
I will not drop you! If you do not drop the class you will receive an "F"*

Grading:

All assignments are 10 points per image unless otherwise stated

- A 90 - 100%
- B 80 - 89%
- C 70 - 79%
- D 60 - 69%
- F 59 - 00%

As part of grading I do critiques of your work in class. The critiques are not about what's wrong with the images but how to make the images better. Photography is about telling stories visually.

The better the images the better the story.

On all assignments it is your job as a photographer is to turn in the best images possible. That means if you have any distracting elements in your image, you should crop them out or retouch them. This is one of the final classes in this program so all images should be technically perfect. Proper focus, perfect exposure and color balance. No distracting elements to pull your eye away from the subject. No blown out highlights or blocked shadows.

Your job as a photographer is to seduce, amuse and entertain

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Assignment 1: Best Image

Due: Aug 28th 2023

Format: Digital | 1 color & 1 B&W

*"Photography for me is not looking, it's feeling.
If you can't feel what you're looking at,
then you're never going to get others to feel anything
when they look at your pictures." Don McCullin*

This assignment is turn in the best color & B&W image you have captured before this class started. Turn in full rez tiff images at 300ppi. Make sure all metadata is included with your files and your images are labeled properly. 1-1stname_last-name-camera file#.tif (1-john_smith-4521.tif)

0 pts if not labeled correctly.

Things I look for when grading assignments:

- The subject is tack sharp
- Pleasing composition
- A crop that makes the subject stronger
- Problem solving
- Color correction
- The image is labeled correctly
- Image is the correct size & resolution

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Assignment 2: Coke

Due: Sep 4th

Format: Digital

*"Make something people want and sell that,
or be someone people need and sell you."*

— Ryan Lilly

This assignment is to photograph a red can of coke.

Coke Red is Pantone / PMS 484 / #9c301a Hex Color Code, RGB. The hexadecimal color code #9c301a is a medium dark shade of red.

Photograph a can of coke in any setting and try and match the color as close as you can. Make sure the edges of the can are parallel to each other and the top of the can looks like shiny metal. Keep in mind there is a possibility of color contamination from the color of the area surrounding the subject.



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Assignment 3: Illustrated Quote

Due: Sep 11th 2023

Format: Digital | Color

This assignment is to illustrate the quote for a double truck magazine spread.

The size of the spread 11”h x 17”w @ 300ppi. The image should be strong and bold to stop the person so they read the quote. Place the quote somewhere in the image so it complements the image but doesn’t detract from it.

“The most beautiful things in the world cannot be seen or even touched,
they must be felt with the heart” — **Helen Keller**



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Assignment 4 Money

Due: Sep 2023

Format: Print | Color or B&W

*"Before you ignore another homeless person on the street,
just remember that that could be someone's father
or someone's mother and they have a story."*

— Syesha Mercado

You have been hired to create an illustrative image for an article discussing the relationship between money and homelessness.



Here are the steps and requirements for completing the assignment:

1. Topic: The topic of the assignment is to address the issue of homelessness in relation to money.
2. Bill Selection: Photograph a relatively new currency bill as the base for the illustration. It should be recognizable and commonly used.
3. Software: Utilize Adobe Photoshop to manipulate images effectively.
4. Image Modification: Open the chosen bill image in Photoshop and carefully remove the center portion of the bill using appropriate editing tools, such as the lasso tool or the selection tool. Ensure that the removal process is precise, so the final image looks clean and professional.
5. Homelessness Image: Create a powerful and meaningful image that clearly illustrates the issue of homelessness. It could be a photograph depicting a homeless individual or a scene that represents the challenges faced by homeless people.
6. Placement: Place the chosen homelessness image precisely within the center section of the bill. Adjust its size and position to fit within the bill's dimensions accurately.
7. Color or B&W: The inside image illustrating homelessness can be either B&W or in color. However, the bill itself should remain in color to maintain recognition.
8. Lines and Alignment: Ensure that the lines of the bill are straight, square, and parallel to maintain a realistic appearance. Pay attention to the overall alignment of the elements within the image.
9. Print Format: The final image should have a width of 14 inches and will be printed on a 9x17-inch paper. This will leave a margin around the bill for presentation.
10. Your Name: Add your name in the lower right corner of the image using a 14pt easy-to-read font. This attribution is essential to give credit to the artist responsible for the artwork.

The goal of this assignment is to provide your editor with a thought-provoking and visually impactful image that complements the article's content on money and homelessness. The combination of the currency bill and the homelessness image should help convey the message effectively to the readers.

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Assignment 5: Product Cereal

Due: Monday Sep 25th

Format: Digital Color | Vertical 20x24in

*"Nobody counts the number of ads you run;
they just remember the impression you make."*

– Bill Bernbach

This assignment is to produce a photo for a new product launch.

The subject is a new unopened box of cereal on a plain white background (white sheet will work nicely). Photograph cereal with a $\frac{3}{4}$ view making sure the box is square and all edges are parallel, the side away from the camera should be darker than the front side. Remove and replaced the background with a vertical graduated background from black to white.



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Assignment 5 Flip Composite

Due: Sep 27th 2022

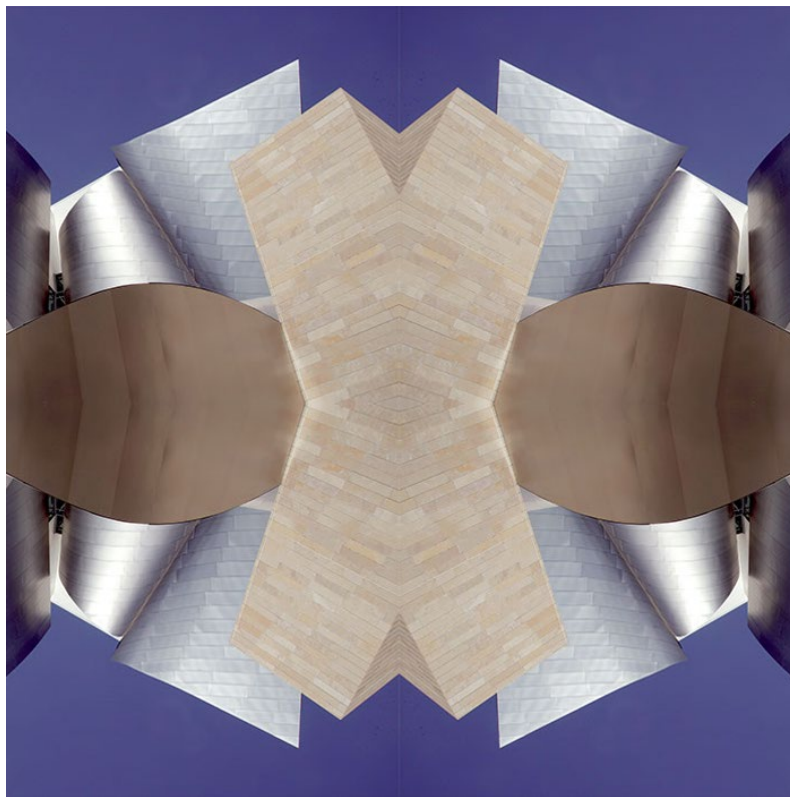
Format: Digital & Print | Color

*"There is only you and your camera.
The limitations in your photography are in yourself,
for what we see is what we are"*

—Ernst Haas

This assignment is to photograph a subject that will make an interesting composite using only one square image. After processing the image, make a copy and flip the image horizontally and then put them together in the center creating a mirror image. Select those two images and then flip them vertically

This is a color assignment, square format. The image will be 22"x22" on 24"x24" paper.



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Assignment: 7

Subject: Portrait | Photo

Due: Oct 9th 2023

Format: Color

Image Size: 32in long dimension

"Every man's work, whether it be literature,
or music or pictures or architecture or anything else,
is always a portrait of himself."

— Samuel Butler

A local community college is developing a new brochure and other graphic items for their photography program. They need one image that sells the program and inspires future students to join the program. They are looking for a well crafted image that is horizontal color image that can be enlarged up to 32 inches wide.

Pay close attention to the environment making sure no elements distract from the subject and make sure to correct the color.

You will be graded on your creativity, uniqueness and the emotion your image evokes.

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Assignment 8: Illustrated Book Cover

Due: Oct 17th 2023

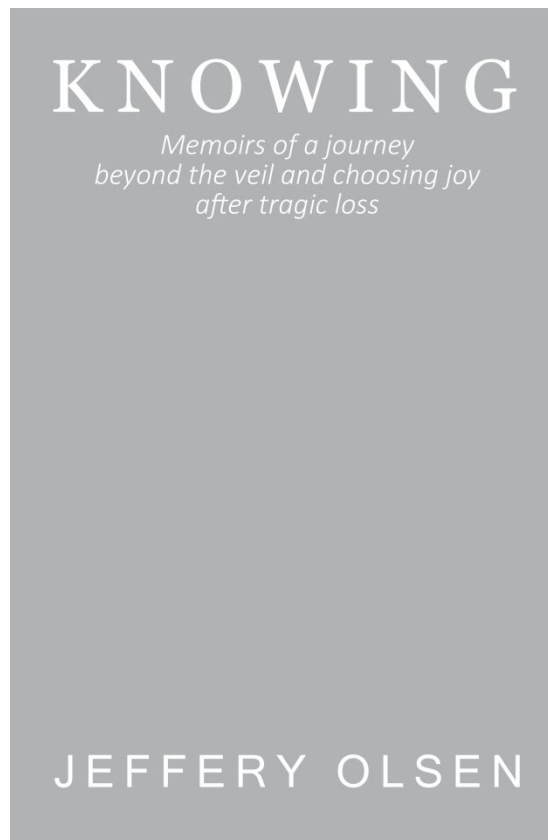
Format: Print & Digital | Color

*"The relation between what we see and what we know is never settled.
Each evening we see the sun set. We know that the earth is turning away from it.
Yet the knowledge, the explanation, never quite fits the sight."*
— John Berger

This assignment is to illustrate a new book cover.

Knowing
*Memoirs of a journey
beyond the veil and choosing joy
after tragic loss*

Replace the gray background with your image. Do not recreate the file but use the provided file. The copy is to remain white. The file is 7.9x12in printed on 13x17in paper.



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Assignment 9: Loneliness

Due: Oct 23rd 2023

Format: Digital Color

Image Size: Best crop at 300ppi

*"The one who follows the crowd will usually go no further than the crowd.
The one who walks alone is likely to find himself in places no one has ever been before."*
—Elbert Einstein

A mental health group needs a color image illustrating isolation and loneliness. They would like the subject looking through a window using a low key application to illustrate the concept. A low key image uses mid-tones to darker-tones or black.

There are various technical challenges depending on the subject, what the photographer wants to highlight in the frame. Photographing a single person and, for instance, if the photographer wants to highlight only half of the subject's face, a single light source placed laterally, at a certain distance and angle to the subject, and possibly a blend, will be usually used. Experimenting with different light intensities is performed until the desired effect is achieved. Special attention is paid to having sufficient neutral details that will, invariably, be left in the shade.

Pay close attention to the environment making sure no elements distract from the subject and make sure to color correct.

For inspiration:

One Light Low-Key Portrait: Exploring Photography with Mark Wallace
<https://youtu.be/VJSqyD6iBbM>

Low Key Portraits: Take and Make Great Photography with Gavin Hoey
<https://youtu.be/Ba1Hiq3w3kc>

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Assignment 10: Building Extraction

Due: Oct 31st 2023

Format: Print | B&W

*"I don't think that architecture is only about shelter, is only about a very simple enclosure.
It should be able to excite you, to calm you, to make you think"*

—Zaha Hadid

A new design office has opened catering to architects. They need 4 B&W images showing bold geometric shapes of building details. The images need to full toned images with no blown out highlights or blocked up shadows

This assignment is to find and photograph 4 building details. This assignment can be in black & white. After you select the 4 images that you feel work best together and crop them to 10x10 inches. Assemble the 4 images that you have selected arranged with a 1.5 inch boarder on all 4 sides and 1 inch space between the images. Printed on 24x24in paper



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Assignment: 11 Blue Hour

Due: Nov 6th 2023

*"I have always been fascinated by the poetic condition of twilight.
By its transformative quality. Its power of turning the ordinary into something magical and otherworldly.
My wish is for the narrative in the pictures to work within that circumstance.
It is that sense of in-between-ness that interests me." —Gregory Crewdson*

Find and photograph an urban scene at dusk or twilight. The image can be a single building, cityscape or an urban setting. The buildings need artificial lighting or other structures with artificial lighting. The sky needs be blue not black with the inclusion of other light sources. I'm not looking for sunset images but a sunset can be included and no **Silhouettes!** For best results do not photograph buildings facing east. If you choose to photograph buildings facing east it will need to be shot before sunrise or dawn.

Be aware of lighting and how it enhances, or takes away from the quality of what you are trying to say with your photography. **Time of day is very important to dusk, twilight or dawn images.**

Look at your subjects. If there is something in your viewfinder that doesn't support or enhance what you are trying to accomplish, don't include it or remove it with photoshop! Make sure you correct your color balance if needed in photoshop or lightroom. If you need a tripod for this assignment see Nancy C. to check out a tripod.





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Assignment 12: The Grand Landscape

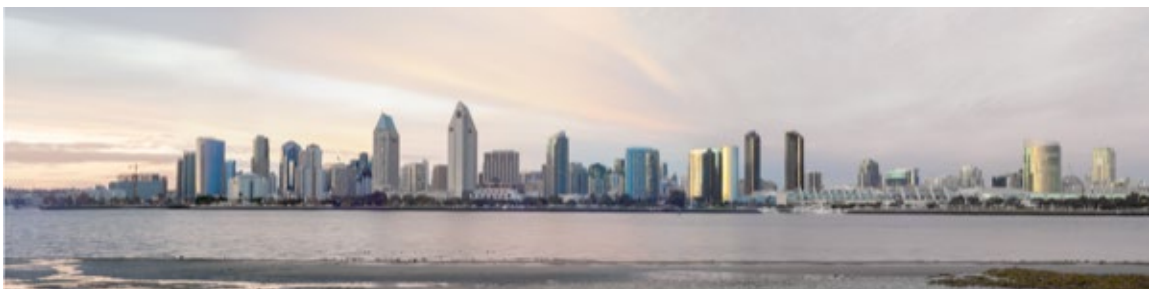
Due: Nov 15th

Format: Print | Color

*"Look and think before opening the shutter.
The heart and mind are the true lens of the camera"* **Yousuf Karsh**

A client wants a large panorama image for their lobby. They are looking for a dramatic image that gets visitors attention when they walk into the lobby.

This assignment is to create a wide landscape with 6 vertical images or more stitched together. This can be either an urban landscape or a natural landscape. The image size is 10x41 inches on 13x44inch paper.



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Assignment: Final Project | Quote Book

Due: Dec 4th

Images to turn in: 1 Booklet

*"Dreams are illustrations from the book
your soul is writing about you" - Marsha Norman*

Your final project is to create a 42 page booklet plus cover with 20 images and 20 quotes. Pick a theme of your choice and use the quotes to tie the images together. The booklet is 8.5x11in horizontal format. The booklet can be built in Photoshop, Indesign or the program of your choice as long as you can produce the final booklet and a PDF file saved as spreads not pages.

Front cover 8.5x11in horizontal format with acetate cover. The cover to include: title name and one or two images from inside the booklet no bleeds.

Introduction

20 spreads with photos printed on luster paper

20 quotes on velum sheets

Back cover chip board

The introduction page is to include but not limited to:

Why you choose this theme?

Why did you like about this subject?

About you

Lightroom file sizing and export

Before export, size image in Lightroom.

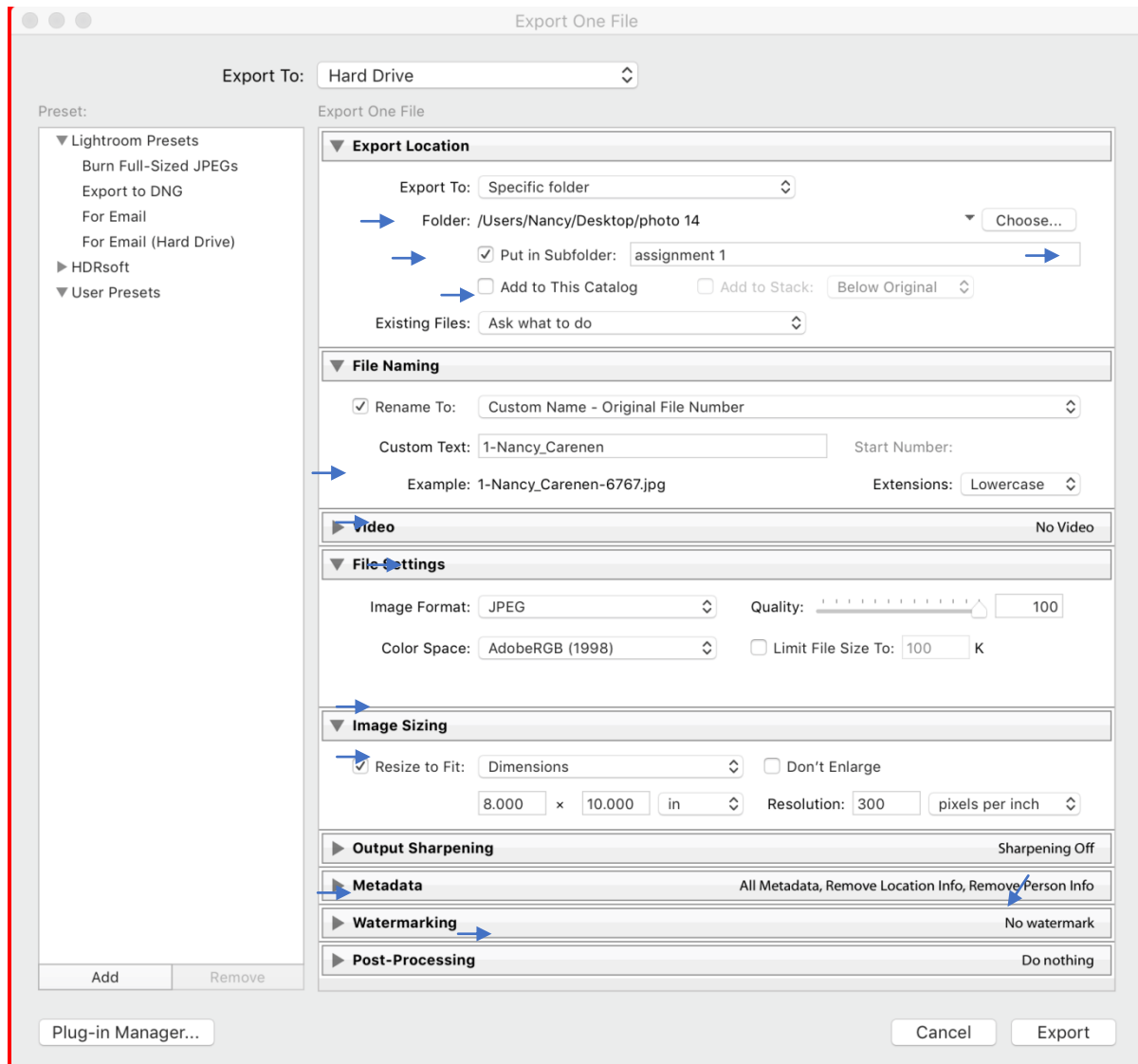
Because there is more than one way to access the export dialog box in Lightroom:

Your choices are:

- File > Export
- Right Click > Export
- Export Button (Only in Library Module)

This window will open:

Make sure you fill in all the appropriate fields below



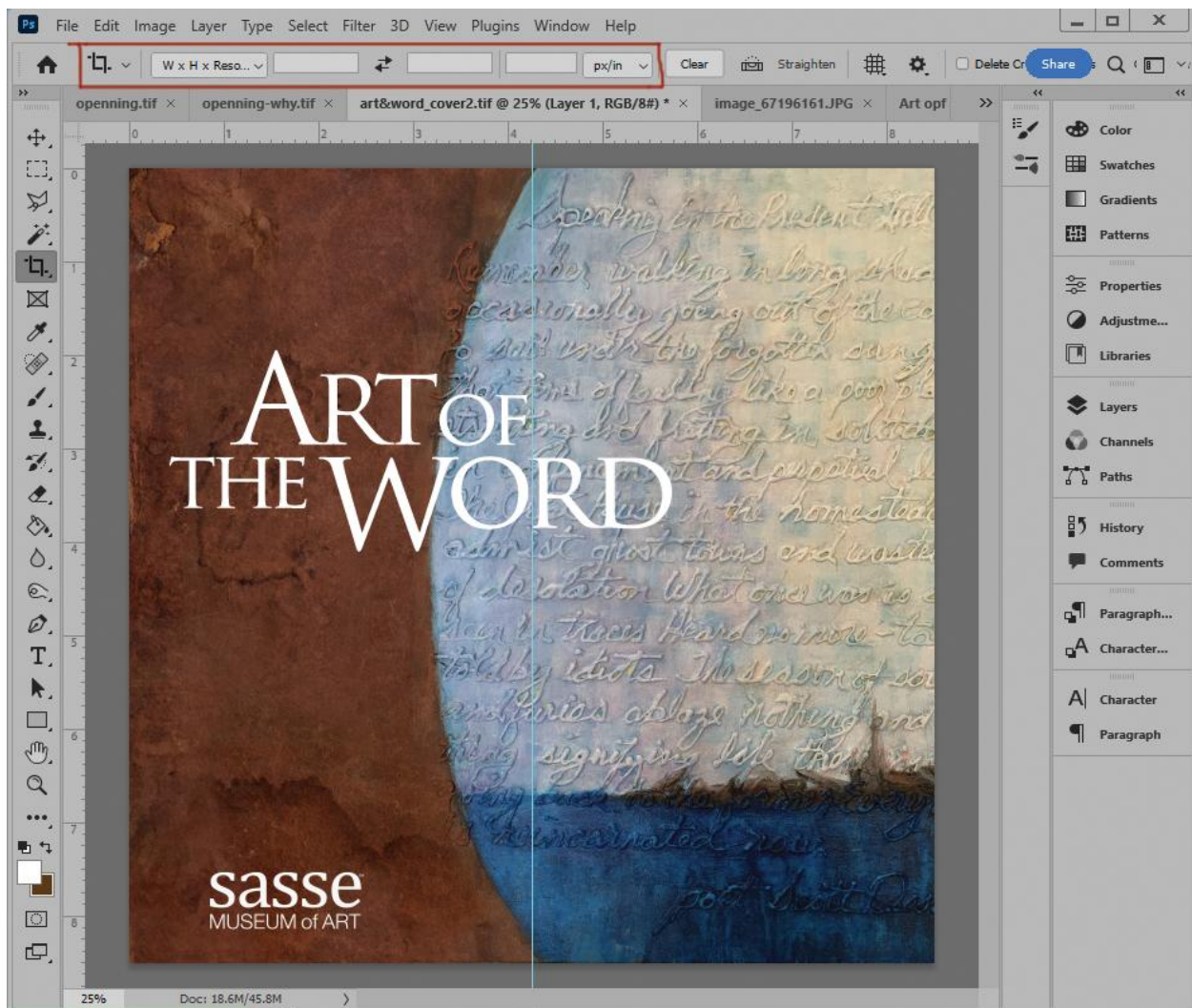
Photoshop file sizing and saving

Crop the image using the crop tool

Set the crop tool to WxHxResolution (300ppi)

Go to File select Save As delete the info before the file number then add the required info in front of the file number.

Save as a tiff



RCC PHOTOGRAPHY DEPARTMENT EQUIPMENT REQUEST
FORM Instructions

- **Required:** Sign-up with Remind app <https://www.remind.com/join/rccphoto>
- **Required:** Mandatory masking while indoors (current district policy)
- Attached form must be completely filled out. Incomplete forms will not be processed.
- **Students:** **Rename and save the PDF document prior to emailing.**
- Id Required: Driver's license and School ID or Valid Passport.
- **Students:** email attached form and all requested copies of ID to:
Nancy.Carenen@rcc.edu

You will receive an email and confirmation when request is received..

- Requests will be processed and equipment will be available the next scheduled pick-up day.
- Equipment pick-up and return times: Monday & Tuesday 8:30 am - 1pm.
- Pickup and drop-off Location: RCC Campus - Lovekin Complex - Room L 12 - Curbside parking.
- All equipment loans are for one week at a time. **No Exceptions!**
- **Equipment must be returned on time, failure to do so will result in a hold placed on your school records.**

RCC PHOTOGRAPHY DEPARTMENT EQUIPMENT REQUEST FORM

This form is for request purposes only.

Due to limited equipment, this form does not guarantee equipment will be available at the time of request.

Required:

- Form must be completely filled out
- Required: Sign-up with Remind app.
- Copy of school ID
- Copy of Valid CA driver's license, Id or Valid Passport

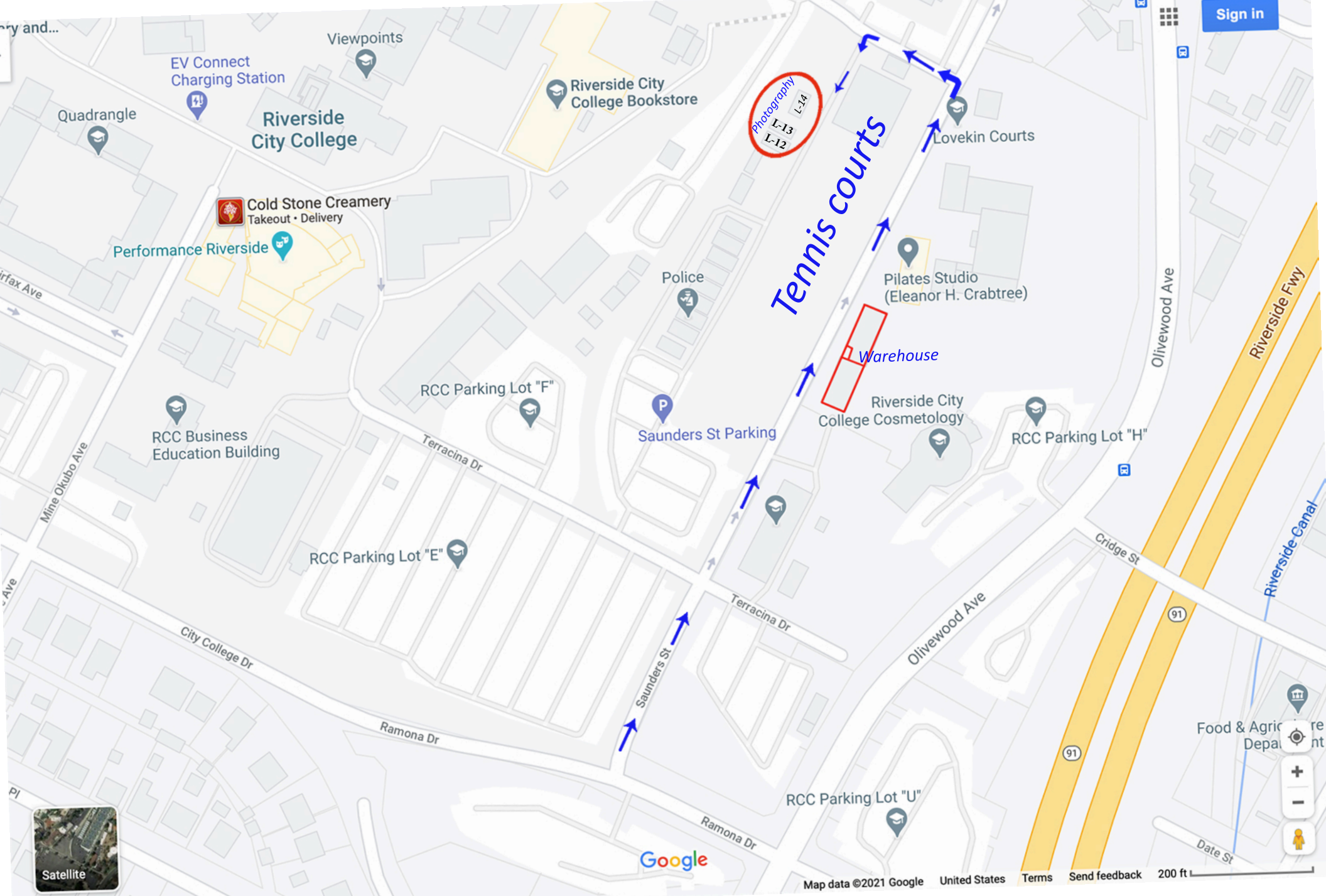
Email request and inquiries to: Nancy.Carenen@rcc.edu

Student initials_____

Date:

[EQUIPMENT LOAN IS FOR ONE WEEK AT A TIME](#)

Student	Camera
Address City & Zip	Canon Lenses
RCC Id#	Nikon Lenses
Email	Quantum Battery
Phone	Flash Units
Instructor	Shutter Release
Class	Variable ND Filter
Day/Time	Polarizing Filter
	Tripod
	Charger
	Extra Media
	Extra Battery



Sign in

photography
L-14
L-13
L-12

Tennis courts

Warehouse



Satellite

Google

Personal Projects

A Personal Photography project is a way for a photographer to showcase their passion for something. Or it can just be a way to bring structure to one's photography hobby. It can be a great way to challenge the limits of one's skills. Or it can be a great way to bring focus to one's photography efforts. For amateur photographers, it can be a unique way to build an awesome portfolio. For professional photographers, it can be a truly rejuvenating experience. Personal Photography projects can take you places and make an impact. Most of all, they can be a lot of fun. Fun really is the keyword. A personal photography project will be great only if the photographer is having fun.

A Personal Photography project is just a commitment to self (not very different than committing to jog for an hour everyday). There are no rules on how to go about it. You can choose any subject and define any rules for your photography project. With this article, my attempt is to inspire you with famous examples of Personal Photography projects and then provide a few best practices & guidelines you can use in your own project. I end with some ideas that I would love to see people out there execute.

The Art of the Personal Project: Michael Rubenstein

<http://aphotoeditor.com/2015/04/09/the-art-of-the-personal-project-michael-rubenstein/>

THE ART OF THE PERSONAL PROJECT: AGNES LOPEZ

<http://aphotoeditor.com/2015/03/26/the-art-of-the-personal-project-agnes-lopez/>

The Art of the Personal Project: Mike Marques

<http://aphotoeditor.com/2014/12/18/the-art-of-the-personal-project-mike-marques/>

THE ART OF THE PERSONAL PROJECT: JEREMIAH STANLEY

<http://aphotoeditor.com/2015/02/12/the-art-of-the-personal-project-jeremiah-stanley/>